



WGAL
1300 Columbia Avenue
Lancaster, PA 17603
Main: (717)393-5851
Billing: (410)338-6432

DUPLICATE INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
966083-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WGAL	Mary Tricoli	HRP -Washington	National

Billing Address:

Campaign Group, The
Attention: Accounts Payable
1600 Locust St
Philadelphia, PA 19103

Send Payment To:

WGAL
P.O. Box 26878
Lehigh Valley, PA 18002-6878

Advertiser	Product	Estimate Number
McCord/D/State Treasurer	ROB MCCORD 4 TREASUR	

Flight Dates	Order #	Alt Order #
10/23/12 - 11/06/12	966083	06388299

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/23/12	11/05/12	M-F News 8 at 5a	5-6a	MTWTF--	:30	2	\$400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	2	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	10/23/12	5:38 AM	M-F News 8 at 5a	5-6a	:30	MCC1202COMH	\$400.00 NM
2	WGAL	Th	10/25/12	5:43 AM	M-F News 8 at 5a	5-6a	:30	MCC1202COMH	\$400.00 NM
2	10/23/12	11/05/12	M-F News 8 at 6a	6-7a	MTWTF--	:30	2	\$950.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	2	\$950.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	10/23/12	6:14 AM	M-F News 8 at 6a	6-7a	:30	MCC1202COMH	\$950.00 NM
2	WGAL	W	10/24/12	6:56 AM	M-F News 8 at 6a	6-7a	:30	MCC1202COMH	\$950.00 NM
3	10/23/12	11/05/12	NBC Today Show	7-9A	MTWTF--	:30	2	\$900.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	2	\$900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Tu	10/23/12	8:29 AM	NBC Today Show	7-9A	:30	MCC1202COMH	\$900.00 NM
4	10/23/12	11/05/12	M-F 5-6p News	5-6p	MTWTF--	:30	4	\$1,000.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	4	\$1,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
2	WGAL	Tu	10/23/12	5:42 PM	M-F 5-6p News	5-6p	:30	MCC1202COMH	\$1,000.00 NM
3	WGAL	W	10/24/12	5:17 PM	M-F 5-6p News	5-6p	:30	MCC1202COMH	\$1,000.00 NM
4	WGAL	F	10/26/12	5:22 PM	M-F 5-6p News	5-6p	:30	MCC1202COMH	\$1,000.00 NM
5	10/23/12	11/05/12	M-F News 8 at 6p	6-630p	MTWTF--	:30	3	\$1,400.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/23/12	10/29/12	MTWTF--	3	\$1,400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
3	WGAL	Tu	10/23/12	6:12 PM	M-F News 8 at 6p	6-630p	:30	MCC1202COMH	\$1,400.00 NM
2	WGAL	W	10/24/12	6:17 PM	M-F News 8 at 6p	6-630p	:30	MCC1202COMH	\$1,400.00 NM
1	WGAL	F	10/26/12	6:24 PM	M-F News 8 at 6p	6-630p	:30	MCC1202COMH	\$1,400.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertiser.
 We warrant that the actual broadcast information shown on this invoice was taken from the program log.



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Advertiser		Product	Estimate Number
McCord/D/State Treasurer		ROB MCCORD 4 TREASUR	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/23/12	11/05/12	M-F News 8 at 6p Class of Time - Pre-emptible with notice	6-630p	MTWTF--	:30	3	\$1,400.00	NM
7	10/23/12	11/05/12	Entertainment Tonight Class of Time - Pre-emptible with notice	7-730p	MTWTF--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWTF-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WGAL Tu 10/23/12 7:12 PM Entertainment Tonight 7-730p :30 MCC1202COMH \$500.00 NM 1 WGAL Th 10/25/12 7:12 PM Entertainment Tonight 7-730p :30 MCC1202COMH \$500.00 NM 3 WGAL F 10/26/12 7:12 PM Entertainment Tonight 7-730p :30 MCC1202COMH \$500.00 NM									
8	10/23/12	11/05/12	Access Hollywood Class of Time - Pre-emptible with notice	730-8p	MTWTF--	:30	3	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWTF-- 3 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WGAL Tu 10/23/12 7:55 PM Access Hollywood 730-8p :30 MCC1202COMH \$500.00 NM 1 WGAL F 10/26/12 7:40 PM Access Hollywood 730-8p :30 MCC1202COMH \$500.00 NM									
9	10/23/12	11/05/12	M-Su News 8 at 11p Class of Time - Pre-emptible with notice	11-1135p	MTWTF--	:30	3	\$850.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWTF-- 3 \$850.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WGAL W 10/24/12 11:13 PM M-Su News 8 at 11p 11-1135p :30 MCC1202COMH \$850.00 NM 3 WGAL F 10/26/12 11:18 PM M-Su News 8 at 11p 11-1135p :30 MCC1202COMH \$850.00 NM									
10	10/23/12	11/05/12	NBC Tonight Show Class of Time - Pre-emptible with notice	1135p-1235a	MTWT---	:30	3	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/23/12 10/29/12 MTWT--- 3 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Tu 10/23/12 12:30 AM NBC Tonight Show 1135p-1235a :30 MCC1202COMH \$400.00 NM 2 WGAL W 10/24/12 11:46 PM NBC Tonight Show 1135p-1235a :30 MCC1202COMH \$400.00 NM									
11	10/24/12	10/24/12	NBC Prime Class of Time - Pre-emptible with notice	9-10p	--1----	:30	1	\$1,600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1---- 1 \$1,600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL W 10/24/12 9:41 PM NBC Prime 9-10p :30 MCC1202COMH \$1,600.00 NM									
13	10/26/12	10/26/12	Football Friday Class of Time - Pre-emptible with notice	1115p-1205a	----F--	:30	1	\$450.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 ----F-- 1 \$450.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL F 10/26/12 12:00 AM Football Friday 1115p-1205a :30 MCC1202COMH \$450.00 NM									
15	10/28/12	10/28/12	M-Su Late News Off-Time Class of Time - Pre-emptible with notice	Late News Off-Time	-----S	:30	1	\$600.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----S 1 \$600.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WGAL Su 10/28/12 11:59 PM M-Su Late News Off-Time Late News Off-Time :30 MCC1202COMH \$600.00 NM									
16	10/25/12	10/25/12	NBC Prime Class of Time - Pre-emptible with notice	10-11p	---T---	:30	1	\$2,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u>									



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Advertiser	Product	Estimate Number
McCord/D/State Treasurer	ROB MCCORD 4 TREASUR	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
16	10/25/12	10/25/12	NBC Prime Class of Time - Pre-emptible with notice	10-11p	---T---	:30	1	\$2,200.00	NM
	10/22/12	10/28/12	---T---	1	\$2,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Th	10/25/12	10:18 PM	NBC Prime	10-11p	:30	MCC1202COMH	\$2,200.00 NM
17	10/28/12	10/28/12	NFL Pre-Game Class of Time - Pre-emptible with notice	NFL Pre-Game Var	-----S	:30	1	\$1,900.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	10/22/12	10/28/12	-----S	1	\$1,900.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WGAL	Su	10/28/12	7:17 PM	NFL Pre-Game	NFL Pre-Game Var	:30	MCC1202COMH	\$1,900.00 NM
Total Spots							25		

Payment Terms 30 Days

<u>Gross Total</u>	\$22,550.00
<u>Agency Commission</u>	\$3,382.50
<u>Net Amount Due</u>	\$19,167.50